

BELGIAN ENTERTAINMENT TECHNOLOGIES





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1. INTRODUCTION TO ENTERTAINMENT TECHNOLOGIES

2. DRIVING BRANCHES WITHIN THE ENTERTAINMENT INDUSTRY

3. TRENDS TO WATCH IN THE ENTERTAINMENT INDUSTRIES



1. INTRODUCTION TO ENTERTAINMENT TECHNOLOGIES

1.1 PRE-DIGITAL AGE

1.2 DIGITAL AGE

1.3 ADVENT OF THE INTERNET



2. DRIVING BRANCHES WITHIN THE ENTERTAINMENT INDUSTRY

2.1 VIDEO GAMING

2.2 AUDIOVISUAL AND MEDIA TECHNOLOGY

2.3 SPORTS TECHNOLOGY

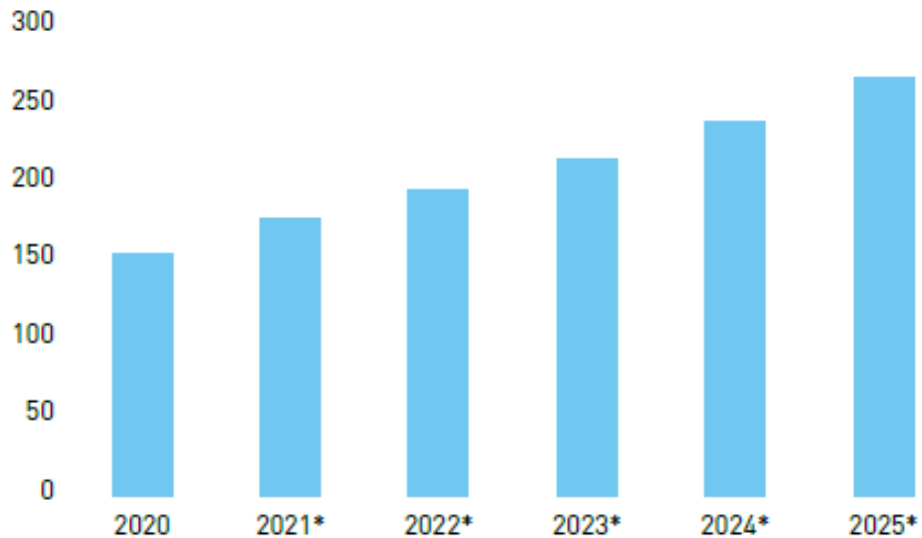


2.1 VIDEO GAMING

Global video game market value from 2020 to 2025 *(in billion U.S. dollars)*

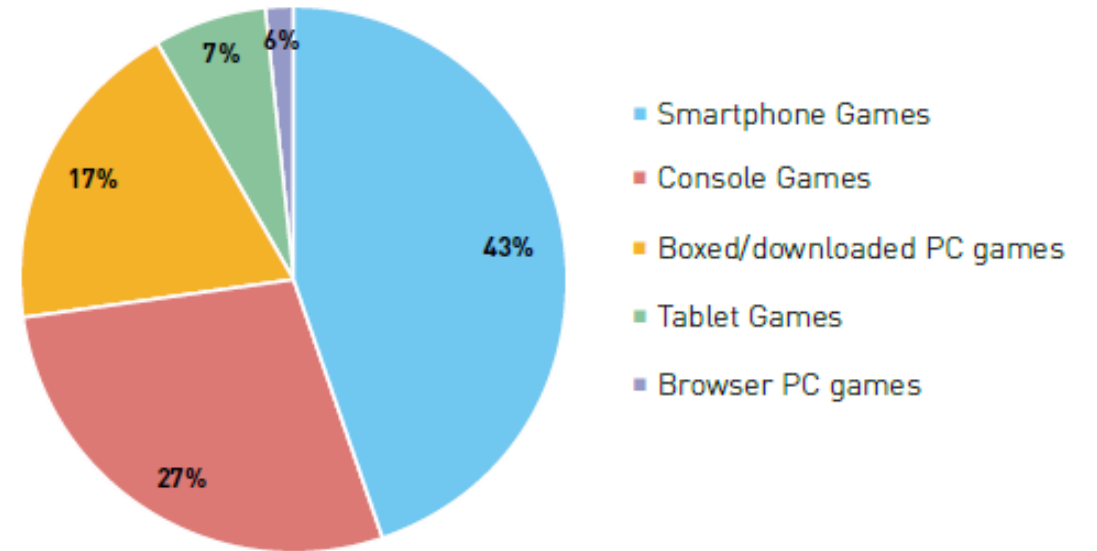
Market Value

Value of Video Games Industry



Form Factor Market Share

Video game market revenue worldwide in 2021



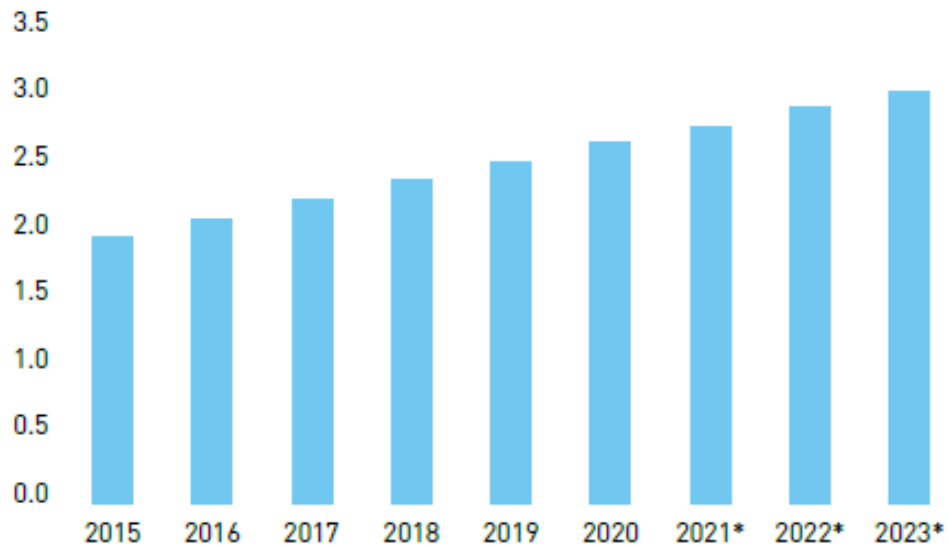


2.1 VIDEO GAMING

Global video gamer growth from 2015 to 2023 *(in billions)*

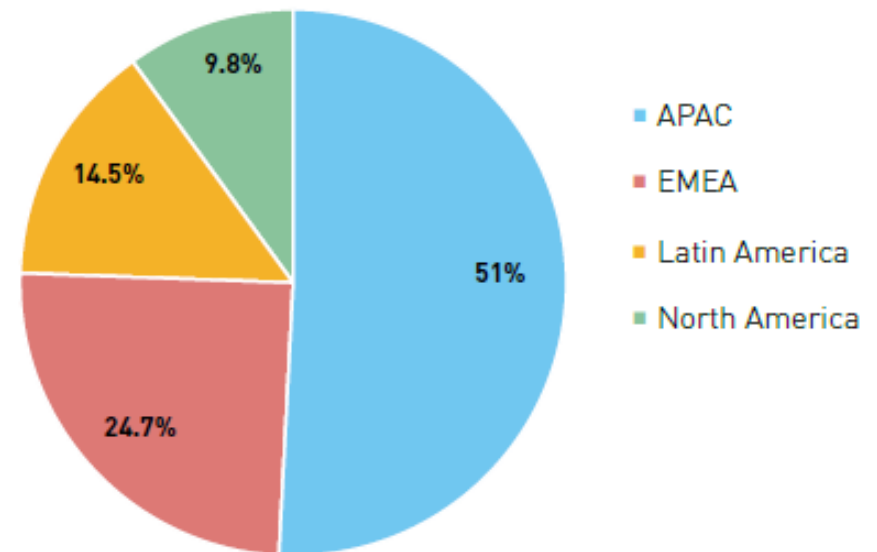
Growth in Gamers by Year

Number of Gamers by Year (in billions)



Gamers by Region

Percentage of Total Worldwide gamers By Region, 2021





2.1 VIDEO GAMING IN BELGIUM

In 2020, the turnover of the industry grew by 17% to €82 million.

Academic training available in Belgium:

- Howest in Kortrijk, Digital Arts and Entertainment (DAE) program
- Haute École Albert Jacquard in Namur, Video Game Bachelor of Art program.
- The Luca School of Arts in Genk, Game Design Bachelor program.
- The Karel de Grote University of Applied Sciences & Arts in Antwerp.
- The PXL-MAD School of Arts in Hasselt.
- Ludus Académie in Brussels.



2.2 AUDIOVISUAL AND MEDIA TECHNOLOGY

Increasingly accessible and available to European consumers, especially thanks to the deployment of new digital technologies and financial incentives.

Tax Shelter for AV production and creation in Belgium,

€1 billion invested since 2004, adding up to more than 600 films financed by more than 2,000 investors.



2.3 SPORTS TECHNOLOGY

The global sports technology market was valued at USD 17.9 billion in 2021 and is expected to reach USD 40.2 billion by 2026.

More and more Belgian companies are active in this market segment in varied technological fields, especially during major sporting events.

Tokyo Olympic Games and the UEFA European Football Championship.



3. TRENDS TO WATCH IN THE ENTERTAINMENT INDUSTRIES

3.1. The availability of content in the entertainment industry and the fight for audiences

3.2. Movie industry

3.3. Unique live experiences

3.4. Non-fungible tokens (NFTs)

3.5. The metaverse

Thank you for your attention!

